



CLUSTER 3—SOUTHWEST

EXISTING PLANS

LONG BEACH STRATEGIC PLAN 2010

- Encourage mixed-use developments that will enhance the use of public transit, bikes, and pedestrian traffic, and reduce emissions from single passenger vehicles.
- Build a strong network of healthy neighborhoods by identifying their weaknesses and assets and forming strategies to meet community needs.
 - Establish a citywide network of neighborhood centers in community facilities (schools, libraries) and other locations to link people with public and private resources.
 - Increase shared use of public facilities, such as schools, after hours.
 - Enact neighborhood identity initiatives that use master planning, cultural programs, and signage.
 - Implement projects outlined in Central Long Beach Strategic Guide for Redevelopment (2003).
- Celebrate community diversity, utilizing the arts and cultural programs; establish a new source of revenue to bring more arts programs into the neighborhoods.
- Support neighborhood beautification efforts through new public policy, infrastructure, and land use planning strategies.
 - Increase the amount of green space, median islands, and improve neighborhood infrastructure such as streets and sidewalks, signage, and parking.
 - Establish neighborhood based-programs linking schools, residents, and businesses to reduce trash, graffiti, and other blight.
 - Promote historic preservation and preservation of distinct character of neighborhoods.
- Improve the quality and availability of housing in the City, and find locations for high density housing to be supported by transportation and other services.





- Encourage business development in Southwest Long Beach through adoption of business friendly policies.
 - Use re-zoning and in-fill development to preserve and expand the industrial sector and revitalize shopping districts in neighborhoods.
 - Continue to strengthen the Pine Avenue and Promenade dining, entertainment and retail areas, linking them with the Long Beach Plaza and Queensway Bay developments.
 - Encourage small business growth
 - ◆ Create Community Development Corporation to foster growth of inner-city businesses.
 - ◆ Study aging strip centers and commercial corridors for revitalization.
 - Enhance open space.
 - ◆ Convert city-owned parcels to green spaces and turn former oil drilling sites into parks.
 - ◆ Increase open space in underserved neighborhoods
 - ◆ Increase pedestrian-oriented mixed-use developments that preserve open space.
 - ◆ Increase open space by creating green linkages along the Los Angeles River and other shorelines that are consistent with LA River Master Plan.
 - ◆ Improve management of water resources and existing coastal wetland.

CENTRAL AREA STRATEGIC GUIDE FOR DEVELOPMENT FRAMEWORK PLAN

- Preserve and enhance residential neighborhoods
- Address the extreme shortage of open space in the Southwest Cluster.
- Consolidate retail uses currently dispersed along the corridors to well-defined, easily accessible neighborhoods centers.
- Protect stable, low-density, single-family neighborhoods (Westside) from structures that would violate the feel of the neighborhood through use of zoning and land-use designations.
- Preserve historic residential districts, including Drake Park District, and Craftsman Historic District by limiting land uses to residential only, and through the use of future design standards and guidelines.





- Improve mixed-home areas that contain a mix of many housing types, from attractive single-family homes to dilapidated, low quality apartment development.
- Improve housing stock in areas north and south of Anaheim Street by:
 - Implement design standards and guidelines that regulate the massing, scale, and quality of new development
 - Implement land use plans that provide for more open and park space
 - Provide new housing opportunities within the Southwest Cluster
- Consolidate retail uses currently spread out along arterial corridors into neighborhood centers—shopping areas conveniently located, adjacent to parks and other community facilities, and accessible to pedestrians. These centers are:
 - Santa Fe Ave. at Willard Street Neighborhood Center.
 - Willow Street at Santa Fe Ave. Neighborhood Center.
 - Willow Street at Magnolia Ave. Neighborhood Center.
 - Pacific Ave. at 20th St. Neighborhood Center.
 - Atlantic Ave at Hill St Neighborhood Center.
 - PCH at Orange Ave Neighborhood Center.
 - West Anaheim St. at Cedar Ave. Neighborhood Center.
 - East Anaheim St. at Gundry Ave Neighborhood Center.
 - East Anaheim Street at Redondo Ave. Neighborhood Center.
 - West 4th Street at Maine Ave. Neighborhood Center.
 - East 7th Street at Orange Ave Neighborhood Center.
- Convert commercial corridors to other uses, including community uses, residential of various densities, mixed-use development and open space:
 - Pacific Coast Highway should retain its primarily commercial orientation.
 - Anaheim Street should retain its primarily commercial orientation and remain home to large Cambodian population. Ethnic Specialty Center proposed for East Anaheim Street. Incompatible uses, such as light industrial, should be phased out and replaced with uses more compatible with adjacent residential neighborhoods.
 - Pacific Avenue between Willow and Anaheim streets is a mix of commercial and residential uses, much of it mixed-use development and should remain a mixed-use corridor, with additional residential units and park space.





- For Santa Fe Avenue, long-term strategy proposes conversion of underutilized commercial spaces to high-density multifamily residential uses.
- For Seventh Street, high reuse and update deteriorating multifamily buildings and provide more schools and open space.
- For Atlantic Avenue, retain and expand medical uses associated with St. Mary's and Long Beach Memorial Hospitals. Support residential revitalization through conversion of commercial uses to residential uses.
- For Long Beach Boulevard, revitalize area around transit oriented development.
 - ◆ Creation of transit oriented districts within walking distance of Anaheim Street, Pacific Coast Highway, and Willow Street Blue Line Light Rail,
 - ◆ Transit-oriented corridors adjacent of transit oriented developments which contain residential and some retail uses.
 - ◆ American Marketplace Community Shopping Center should be coordinated with transit-oriented district in order to maximize commercial potential.
- Phase out uses incompatible with residential neighborhoods through the use of provisions within future rezoning.
- Seize any opportunity to acquire land that can be converted to parklands.
- Increase park and open space in the Southwest Cluster Area, specifically in the following areas:
 - East Village.
 - Washington Middle School.
 - Westside (east of Santa Fe, near Willow).
 - King (near Hill, east of Long Beach Boulevard).
 - Between PCH and Anaheim near Walnut.
 - Craftsman (between 7th and 10th Streets, Alamitos and Cherry).
 - Alamitos Beach (4th to Ocean, near Orange).
- Link existing and new parks with regional open space resources.
- Coordinate joint use facilities and programs with the LBUSD.
- Develop public parks within the proposed Neighborhood Centers and along arterial corridors.





- Create a major linear park in the former Pacific Electric Railroad right-of-way for both passive and active recreational uses.
- Connect existing parks, schools, and community facilities with the Los Angeles River, Waterfront and the Linear Park with an open space network.
- Upgrade existing streetscapes in the Southwest area with landscaping, lighting, signage, and street furniture.
- Zone for additional greenspaces that contain elements such as landscaped setbacks, to promote pedestrian circulation, outdoor dining, etc.
- Utilize a comprehensive Urban Design Strategy (signage and graphics, public art, and facade programs) to enhance the identity of neighborhoods and the Area as a whole.

EXISTING GENERAL PLAN—LAND USE ELEMENT

- Continue to identify strengths and weaknesses of each neighborhood, and identify deficiencies in neighborhood services such as recreation, shopping, and schools.
- Introduce small-scale, integrated activity nodes in order to promote neighborhood identity and cohesive urban design.
- Continue to promote a policy of managed growth and implement programmatic improvements through Community Development programs.
- Encourage development of mixed-use development along major arterials.
- Require implementation of design controls to integrate mixture of housing styles and preserve low-density character of the area.
- Implement the Pine Avenue Design Guidelines in order to maintain a strong visual image for this retail shopping destination
- Explore shared use recreational programs for schools in the area.
- Continue to upgrade and revitalize business core in Southwest Long Beach.





EXISTING GENERAL PLAN—TRANSPORTATION ELEMENT

- Permit sufficient employment and residential densities along transit routes to encourage transit ridership.
- Increase the amount and quality of moderate and higher density housing along selected corridors
- Improve the overall appearance of major corridors
- Continue to implement the following Citywide goals.
 - Roadway improvements
 - Congestion management plan
 - A comprehensive transportation system management program
 - Transportation demand management
 - Transit
 - Bike route system
 - Pedestrian walkways
- Implement tailored neighborhood traffic management programs in order to limit through traffic on local streets.
- Implement traffic noise impact mitigation program.
- The City should continue to support and assist the Port to include the traffic improvement projects within the Port in the State Transportation Improvement Plan. To reduce truck traffic on the Long Beach Freeway, the City should work with the Port to pursue a 24-hour Port operation.

BICYCLE MASTER PLAN

- Make bicycling safer, more convenient, and more enjoyable for all types of bicyclists, transportation- and recreation-related, with a goal to increase bicycle use by 5% by the year 2020.
- Encourage more people to bicycle for transportation to provide an attractive and healthy transportation option, which will reduce traffic congestion, air pollution, and noise pollution.



- Develop bicycle friendly roads and bikeways.
 - Integrate the City's bicycle friendly roads and bikeways with surrounding bicycle friendly roads and bikeways to maximize connectivity.
 - Bikeways proposed in the Bicycle Master Plan include:
 - ◆ 2 class I bikeways (Bike paths) which allow for bike travel on a paved, separate right-of way. These are LA River and Shoreline Beach Bike Paths
 - ◆ 1 class III Bikeway on PCH (Bike route which shares path with motor vehicles with no identified lane)
 - ◆ A series of class II bikeways (Bike lanes on a major street) and class III bikeways throughout the Southwest Cluster
 - Encourage and support using bicycles in conjunction with other forms of transportation.

EXISTING GENERAL PLAN—HOUSING ELEMENT

- Encourage New Housing Construction;
 - Identify suitable sites for new housing to accommodate a RHNA target of 10,000 new units.
 - Direct new housing growth to employment centers and along certain corridors.
- Protect and Preserve Affordable Housing.
 - Preserve, to the extent feasible, government-subsidized and affordable multi-family units.
 - Deter privately demolished units.
- Retain and improve the quality of existing housing and improve quality of life in neighborhoods.
 - Preserve and protect the character of established communities, with an emphasis on single-family neighborhoods and those beginning to decline.
 - Continue to preserve and maintain the City's historical and architecturally significant buildings and neighborhoods by establishing and maintaining historical landmarks and districts.



- Provide increased opportunities for the construction of high quality new housing.
 - Encourage new residential development along transit corridors, in the downtown, and close to employment, transportation, and activity centers.
 - Encourage infill and mixed-use developments in designated districts.

EXISTING GENERAL PLAN—OPEN SPACE AND RECREATION ELEMENT

- Improve appropriate access to natural environments.
- Design and manage natural habitats to achieve environmental sustainability.
- Remediate contaminated sites.
- Reserve, at a minimum, the existing amount of open space for community gardens and strive to create more.
- Achieve a ratio of 8.0 acres of publicly owned recreation open space per 1,000 residents.
- Add recreation open space and recreation facilities in the areas of the City that are most underserved.
- Currently, approximately 4 percent of lands in Southwest Cluster are dedicated to open space. It has been recognized that additional recreational open space is needed in this Cluster.
- 47.5 acres of land have been identified in the Southwest Cluster for potential park and wetlands restoration.
- Fully maintain public recreation resources.
- Fully utilize all recreational resources including those at public schools.
- Connect recreation open spaces with greenway linkages.
- Provide access to recreation resources for all individuals in the community.
 - Create additional recreation open space and pursue all appropriate available funding to enhance recreation opportunities.
 - Protect public parkland from intrusive, non-recreational uses.
 - Ensure that the General Plan and zoning are consistent for all recreation open space locations and uses.





- Replace any displaced publicly owned recreation open space on an acre per acre basis, in kind, within areas of the City most underserved by recreation open space.
- Create additional recreational opportunities by giving priority to areas of the City that are most underserved.
- Encourage the provision of non City-owned recreation resources to supplement what the City is able to provide.
- Require all new developments to provide usable open space tailored to the recreational demands they would otherwise place on public resources.
- Identify and increase the use of all underutilized potential public recreation resources to best serve the community; and work with the Long Beach Unified School District to enhance community recreational opportunities at Long Beach schools.
- Develop an open space linkage/trails plan.

CITY OF LONG BEACH DEPARTMENT OF PARKS, RECREATION, AND MARINA STRATEGIC PLAN—APRIL 2003

- Ensure that parks, programs, facilities, and services are equitably distributed and easily accessible throughout all the City's neighborhoods.
- Ensure that open space, parks, and recreational facilities meet community needs.
 - Currently, there are 5.8 acres of parkland for every 1,000 residents, which is below the average of 13 acres per 1,000 residents for comparable cities and below the average of 7 acres for every 1,000 for other high-density cities.
 - Need to provide better park access to residents of Southwest Cluster. Access continues to be a challenge because parkland is not evenly distributed throughout City—most parkland in eastern portion of city, and majority of population are in central and northern areas.
 - PRM has established a target of 8 acres of parkland for every 1,000 Long Beach resident, and much additional park space is needed in the Southwestern portion of the City.
 - Improve access to City parks and other active recreational facilities.
 - Increase public access to School District recreational facilities.
 - Develop additional full service community recreation centers throughout the City.
 - Develop a recreation service transportation program.





- Increase resident and visitor awareness of the positive aspects of Long Beach beaches.
- Improve access to City beaches and provision of additional parking.
- Improve and modernize marina condition, infrastructure, and amenities.

REDEVELOPMENT PLAN FOR THE WEST LONG BEACH INDUSTRIAL REDEVELOPMENT PROJECT—JULY 1975

- The redevelopment area is situated south of PCH, west of the LA River, and north of the harbor. This area includes the area as the Westside Industrial Area, which is set away from residential uses and is well located for its uses, which are commercial and industrial in nature.
- The West Long Beach Industrial Redevelopment Project has accompanying Area Design Guidelines formulated to assist property owners in improving the appearance of the area.

EAST VILLAGE ARTS DISTRICT GUIDE FOR DEVELOPMENT OCTOBER 1996

- Continue to implement plans and design guidelines for the East Village Arts District and residential community, defined as the area bounded by Long Beach Boulevard, Ocean Boulevard, Alamitos Avenue, and 7th Street.
- Revitalization strategies intended to achieve a vital arts district and residential neighborhood in the East Village include:
 - Adaptive reuse of existing buildings for artist and professional live/work spaces consistent with live/work ordinance.
 - Adaptive reuse of exiting buildings for artists organizations, performance venues, and studio space for graduate students at Cal State Long Beach.
 - Modification of Linden Ave. frontages to enhance pedestrian activity.
 - Adaptive reuse of buildings at intersection of Alamitos and Broadway for retail, live/work, or related uses.
 - Incorporate pedestrian walkways and outdoor dining in redevelopment of International School site.



- Utilize infill development to intensify Broadway-Alamitos Ave. intersection as a key entry point and activity node, with retail, restaurants and other uses as part of a pedestrian “village” environment.
- Upgrade or adaptively reuse Von’s supermarket site for grocery or compatible uses by closing Lime Avenue south of Broadway.
- Adaptively reuse Lime Ave Apartments for hotel uses.
- Redevelop Ocean Ave. frontages between Alamitos and Atlantic Aves as high density hotels.
- Adaptively reuse and redevelop 4th St. commercial properties for live/work, retail, and housing.
- Develop an Arts Park on Linden between Broadway and 3rd St. commercial uses as centerpiece of Arts District.
- Develop mini and neighborhood parks throughout East Village as sites become available.
- Adopt a live-work ordinance to facilitate the adaptive reuse of existing and the development of new structures.
 - ◆ Revise the City’s General Plan and zoning ordinance (PD-30 zone) to foster the development of live-work spaces throughout the East Village;
 - ◆ Foster the development of pedestrian districts along Broadway and Linden, between Broadway and Ocean;
 - ◆ Reduce permitted building heights to reflect character of Village.

DOWNTOWN STRATEGIC ACTION PLAN –JULY 2000

- Develop the Promenade between Ocean Blvd. and 3rd St. as an urban-scale, mixed-use residential neighborhood, with high-density housing, ground floor retail, civic and cultural elements, and hotel uses.
- Expand and implement Downtown parking management program, with new parking structures.
- Develop strong linkages to improve connections and access between Downtown neighborhoods





LOCAL COASTAL PROGRAM—AN ELEMENT OF THE CITY GENERAL PLAN – FEBRUARY 1980

- Maximize access by transit, bicycle and foot:
 - Through an increase in beach parking.
 - Expansion of local transit systems.
 - Implementation of a major bicycle route along shoreline, linking regional systems.
 - Enhance pedestrian access through boardwalks, stairways, pedestrian walkways, promenades, and park-like improvements near the shoreline.
 - Enhance boat transportation in and around Queensway Bay.
 - Enhance existing recreation and visitor-serving facilities—rehabilitate concession, public restrooms, and build new facilities in the downtown area; The Marina, Aquatic park; Rainbow Lagoon Park, Marina Green Park.
 - Growth should occur as zoned in 6 planned development zones.
 - Preserve existing neighborhoods and low-moderate housing stock and replace low-moderate housing units on a 1:1 basis when necessary for new development.
 - Preserve and protect coastal resources such as Alamitos Bay, Marine Stadium, Sims Pond, Colorado Lagoon, and Los Cerritos Wetlands.
 - Implementation of the complete set of regulations for land uses contained in the LCP, including zoning ordinances, and planned development ordinances, such as the one for SEADIP (Southeast Area Development and Improvement Plan).
- Generally areas in the western portion of the coastal zone are less affluent, with less home ownership, and more infrastructure in need of rehabilitation than those in the eastern portion.
- Continue to implement a new Queen Mary Seaport Master Plan designed to expand their entertainment capabilities. Continue to implement the Port of Long Beach current transportation, land use, and facilities master plans, including a study to upgrade the I-710 Long Beach Freeway.

